

**[Partial translation of cited references 2 and 3]**

1. Cited reference 2

(1) The title of the invention

An advertisement method on a network

(2) The brief description of the figures

Fig.1 is a schematic block drawing of a hardware for implementing according to the present invention.

Fig.2 is a flowchart for illustrating an advertisement method on a network according to a preferred exemplary present invention.

Fig.3 is a schematic drawing of content provision screen according to an exemplary present invention.

Fig.4 is a schematic drawing of database structure of advertisement content and contents according to an exemplary present invention.

Fig.5 and Fig.6 are a schematic drawing content selected by a user and advertisement content related to that according to an exemplary present invention.

(3) The description of main reference numerals of figures

10: dedicated computer for content provision

20: user computer

N: network

(4) The field of the invention

The present invention relates to an advertisement method on a network, more particularly an advertisement method on a network to improve advertisement effect by selectively displaying an advertisement in relation to interest field of a user.

(5) Claim 1

An advertisement method on a network characterized in displaying not only content selected by a user who logs in a dedicated computer for content provision via an information communication network, but also an advertisement having the content in relation to the selected content by the user.

2. The cited reference 3

(1) The title of the invention

A custom-made advertisement system and a method thereof on the Internet

(2) The brief description of the figures

Fig.1 is a block diagram of a network of a custom-made advertisement system according to the present invention

Fig.2 is a block diagram of a processing circuit installed an operator computer in Fig.1.

Fig.3 is a flowchart shown an overall process of a custom-made advertisement system according to the present invention.

Fig.4 is a flowchart shown an advertisement process of a AI-C type and AI-P type according to the present invention.

(3) The description of main reference numerals of figures

10: operator computer  
12: Internet  
14,16: user computer  
18: advertiser computer  
20: processor  
22: RAM  
30: data storage unit  
40: bus controller  
50: ROM  
60: peripheral port  
70: database unit

(4) The field of the invention

The present invention relates to a custom-made advertisement system and a method thereof on the Internet, more particularly that an internet user classifies various kinds of information according to themes for solving problems/goods and services, and thereafter the advertisement having highest relevance is combined with the goods with corresponding information and such combination is provided with another user in the form of a final content.

(5) Claim 4

An advertisement method on the Internet that delivers an advertisement to a plurality of users via the Internet, said method comprising tagging a tag depending on a problem solution theme and a product name regarding information provided by a information provision user via a first user computer; determining an advertisement to display that is combined with information requested for inspection requested by a user who wishes to inspect information, when the information provision user inputs corresponding information, and tagging a 'designated advertisement' tag into the determined advertisement; tagging a 'purchase

recommendation' tag and a 'purchase non-recommendation' tag relying on being a purchase recommendation via an advertiser computer; extracting an advertisement by checking whether an advertisement designation tag regarding the information requested for inspection requested by the user who wishes to inspect information via a second user computer; judging whether a product name tag tagging into corresponding information is consistent with a display-desired product name tag tagging into a corresponding advertisement inputted by the advertiser, by checking whether the 'purchase recommendation' tag regarding the information requested for inspection requested by the user who wishes to inspect information is tagged or not, and thereafter determining an advertisement; making a final content by combining the determined advertisement and a problem solution information requested by a user who inspects information; storing the final content data made.